



Department of Public Health and Human Services

Public Health & Safety Division ♦ Family & Community Health Bureau ♦ 1400 East Broadway Rm A116 ♦
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Steve Bullock, Governor

Richard H. Opper, Director

MEMORANDUM

TO: Authorized Retailers

FROM: Montana WIC Program – Retail Services

DATE: December 16, 2013

SUBJECT: Changes in Similac Sensitive, Similac Total Comfort, and Similac for Spitup

Abbott Nutrition recently announced upcoming changes to their infant formula product line. As a result, Similac Sensitive, Total Comfort, and Spit Up formulas will no longer be WIC eligible. This change means ***Montana WIC will phase out these formula options starting January 1, 2014. Similac Advance and Enfamil Prosobee will be the only standard, contract formula options at that time.***

During this phase out period your store may see an increased demand for Similac Advance formula and a corresponding decrease in demand for Similac Sensitive formula; however, your stocking requirements will remain the same until September 30, 2014. You will have the option to request an infant formula stocking exemption for Similac Sensitive formula if your store experiences difficulty stocking this type of formula due to decreased demand. We anticipate changing the stocking requirements as of October 2014 to no longer include Similac Sensitive formula.

If you have any questions about this change please contact Retail Services at 1-800-433-4298, option 2.